

**CLAIMS**

What I claim is:

1. A printed substrate selected from the group consisting of a textile, a polymeric film, and a paper, a portion of which is contacted with a black offset ink composition comprising a black pigment and a toner component, wherein, when measured under CIELAB standards, and at a brightness level ( $L^*$ ) of at least 20, said ink exhibits a hue angle ( $h$ ) of at most 50.
2. The printed substrate of Claim 1 wherein said ink exhibits a hue angle of at most 48.
3. The printed substrate of Claim 2 wherein said ink exhibits a hue angle of at most 46.
4. The printed substrate of Claim 3 wherein said ink exhibits a hue angle of at most 44.
5. A printed substrate selected from the group consisting of a textile, a polymeric film, and a paper, a portion of which is contacted with a black offset ink composition comprising a black pigment and a toner component, wherein when measured under CIELAB and CMC standards, and at a brightness level ( $L^*$ ) of at least 20, said ink exhibits an  $a^*$  level of at most 2.2, a  $b^*$  level of at most 4.0, and a hue angle ( $h$ ) of at most 67.

6. The printed substrate of of Claim 5 wherein said ink exhibits an a\* level of at most 2.0, a b\* level of at most 3.8, and a hue angle (h) of at most 60.

7. The printed substrate of of Claim 6 wherein said ink exhibits an a\* level of at most 1.5, a b\* level of at most 3.5, and a hue angle (h) of at most 55.

8. The printed substrate of Claim 7 wherein said ink exhibits an a\* level of at most 1.2, a b\* level of at most 3.0, and a hue angle (h) of at most 50.

9. A method of coloring a paper, polymeric film, or textile substrate comprising the steps of

- (a) providing a substrate selected from the group consisting of a paper article, a polymeric film, and a textile article;
- (b) contacting at least a portion of said substrate with a black offset ink composition comprising a black pigment and a toner component, wherein, when measured under CIELAB standards, and at a brightness level (L\*) of at least 20, said ink exhibits a hue angle (h) of at most 50; and
- (c) heating said contacted substrate to a temperature and for a period of time sufficient to effectively fix said compound to the surface of said substrate.

10. A method of coloring a paper, polymeric film, or textile substrate comprising the steps of

- (a) providing a substrate selected from the group consisting of a paper article, a polymeric film, and a textile article;
- (b) contacting at least a portion of said substrate with a black offset ink composition comprising a black pigment and a toner component, wherein when measured under CIELAB and CMC standards, and at a brightness level ( $L^*$ ) of at least 20, said ink exhibits an  $a^*$  level of at most 2.2, a  $b^*$  level of at most 4.0, and a hue angle ( $h$ ) of at most 67; and
- (c) heating said contacted substrate to a temperature and for a period of time sufficient to effectively fix said compound to the surface of said substrate.